

SALES



Sales Management

Unit Ten: Selling Yourself

Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: The Importance of the Sales Function
 - ▶ Unit Two: Prospecting and Qualifying
 - ▶ Unit Three: The Pre-Approach
 - ▶ Unit Four: The Approach
 - ▶ Unit Five: The Presentation and Demonstration
 - ▶ Unit Six: Handling Objections
 - ▶ Unit Seven: Closing the Sale
 - ▶ Unit Eight: Follow-up
 - ▶ Unit Nine: Selling Strategies
 - ▶ **Unit Ten: Selling Yourself**



Unit Ten Learning Outcomes

- ▶ Apply the steps a salesperson uses to create their personal brand
- ▶ Evaluate how the selling process can be used in getting a job
- ▶ Apply techniques a salesperson may use to differentiate themselves from the competition



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Ten Overview Topics

- ▶ Creating a personal brand
- ▶ Using the selling process to get a job
- ▶ Differentiating yourself from the competition



Selling Yourself Vocabulary

- Apply the selling process
- Personal brand
- Set yourself apart



Creating a Personal Brand

- Create your personal brand by
 - choosing 3 words that define you as a person
 - develop a mission statement
 - align these to create your personal brand



Tips for Creating Your Personal Brand

- **Ask yourself**...what is my personal brand? What are my strengths and weaknesses? What is important to me? What is my mission statement?
- **Complete an internet search** with your name. What is out there about you? Is your brand being promoted through your social media sites? What can you do to better promote your brand? Plan and think about your posts... do they represent your brand? Does your LinkedIn page need to be updated with information about your personal brand?
- How can you demonstrate that you **add value and generate publicity**? Your social media profiles should demonstrate that you know how to add value for the consumer. Who can you work with to promote your brand? Can you appear in a podcast, on the news, or is there some other method of promotion?



Using the Selling Process to Get a Job

- Understanding the sales process
- Applying the sales process to a job search
- Basic steps in the sales process that can apply to finding a job
 - preparing for a meeting
 - developing a professional relationship
 - presentation
 - storytelling
 - closing the sale



Differentiating Yourself from the Competition

- Setting yourself apart from the competition
- Using the sales process during a job search
- Creating a mission and brand statement



Setting Yourself Apart in the Job Search



Conclusion

▶ Unit Ten Learning Outcomes

- ▶ Apply the steps a salesperson uses to create their personal brand
- ▶ Evaluate how the selling process can be used in getting a job
- ▶ Apply techniques a salesperson may use to differentiate themselves from the competition



What's Next?

Study Guide
Case Studies

